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Digest

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Lazarus Raised From The Dead

I HAVE always contended, that Motion Pictures respond to the Tuning Fork of the World, and sound the note of its song.

If this form, of expressing an idea, is not down-to-earth language, I will endeavor to be more matter of fact, although I take no joy in so expressing myself.

Motion Pictures reflect what a world of people are thinking about. Motion Pictures do not initiate or introduce World-Thought.

Motion Pictures are the Disciples who spread World-Thought through the Power of the Screen.

If the era, in which we live, is scientifically-inclined, we have science-fiction films, which become box-office, because people are reading such stories in the Daily Press, in Magazines and listening to such stories on Radio.

If people are showing, by attendance at stage-shows, that they like musicals, and are buying an increasing number of song-records, the Producers are inspired toward musical films.

We have had a large number of so-called message films, dealing with Economic Mass Problems, dealing with Emotional problems, dealing with Reform Laws, dealing with Race-Segregation, but all of these subjects, which I have mentioned, and several others, were not born within Motion Pictures, but came from without, from the Spoken or Unspoken Thought of the World.

It may be, that among our Producers, some there are who are very sensitive to the Thought of the World, sensing, rather than hearing, a Thought, and they are sufficiently inspired and courageous to give that Thought form as a motion picture.

Long before we had Gentlemen's Agreement, we had Intolerance, and at the time of the production of Intolerance, D. W. Griffith, 1916, there was not the focus on racial discrimination and segregation, which we have in the world today, in which time, the Melting Pot is being constantly stirred, so that the contents shall mix evenly and properly.

We have had religious pictures in former years, and these have created world-wide public interest, but the introduction of pictures, based on Bible stories, or religious themes, today, are the result of we might say, a Public Demand, or a Public Desire, revealing, that in many lands, throughout the World, particularly in the United States and Canada, as Science Spreads its Wings, and splits the atom, millions of people are saying, "So What? Give us a faith in each other, give us the faith, that God Cares about us, teach us again how to love, how to work, how to play, how to have respect,

CECIL B. DeMILLE

how to have reverence, how to pray, and how to achieve Peace."

From this heart's desire, can be heard a rhythmic beat, many among us have become as prophets, giving us words of courage, of hope, from Pulpit, in the Press, Magazines, through the Voice of Radio, and from these mediums, have come the sign of Spiritual Awakening, right to the Screen.

If the people build a Golden Calf, while they wait for the Revelation of The Ten Commandments, let this action not move us away from the fact, that The Ten Commandments were produced and delivered for the Conduct of the People, for all time, and irrespective of whether we break some of these Commandments today, or have broken some of these Laws designed to mould human behavior toward God, and human behavior, as between man and man, let us realize, that The Ten Commandments, after the passage of thousands of years, are as much alive, as they were when they were delivered by Moses, on Mount Sinai.

In 1923, Cecil B. DeMille, after producing stories to suit the personality and ability of a number of stars, was inspired, I use the word, inspired, advisedly, to produce The Ten Commandments.

Hollywood hailed this production as, colossal, and looking back at its sets, its so-called mob-scenes, we must admit, that it had the DeMille touch of the spectacular, and a fine characterization of Moses, by Theodore Roberts.

The Sins, which this picture committed, were but the shadow of the sins which were committed by the people of that time, who yearned for the flesh-pots of Egypt.

But Cecil B. DeMille knew, that in order to make The Ten Commandments a profitable film, he must make Sin alluring at the box-office. But despite Miriam, sister of Moses, doing a seductive dance, and despite the lustful scenes of the Worship of the Golden Calf, the people held their breath, as they watched the parting of the Red Sea, and the deliverance of the Children of Israel from the bondage of Egypt, and the giving of the Ten Commandments.

In the word-of-mouth discussions of the picture, "the parting of the Red Sea" was discussed as if Mr. DeMille had performed a miracle, and it was miraculous how he devised this illusion, the passage through the sea upon dry land, the surge of the waters back to engulf the chariots and people of Pharoah.

Cecil B. DeMille was 72 on Tuesday, Dec. 29th, and celebrated, on the same day, his 40th Anniversary as a Producer

(*Continued on Page* 2)

EXHIBITORS TAKE NOTICE! DIGEST FIRST SIX MONTHS SHOWMANSHIP CAMPAIGNS WILL BE JUDGED THE FIRST WEEK IN MARCH. PRIZES WILL BE AWARDED. ALL CAMPAIGNS WILL BE ELIGIBLE FOR FINAL JUDGING.

Lazarus

(*Continued from Page* 1)

of Motion Pictures. Congratulations Mr. DeMille.

The new Ten Commandments production, which he is preparing to do, will be his 70th production.

Mr. DeMille estimates, that over four billion people have seen his past 69 productions, in the four decades, and that the average admission paid was 17 cents.

The King of Kings, produced in 1927, The story of the Life of Christ, in which H. B. Warner appeared as The Christ, is still being exhibited.

In 1931, Mr. DeMille produced The Sign of The Cross, with Fredric March, Elissa Landi, etc.

A recent report, from Paramount Pictures, announces that Cecil B. DeMille has brought Arnold Friberg to Hollywood, in order to develop a series of painting from which Mr. DeMille will base the production design of The Ten Commandments.

Arnold Friberg is from Salt Lake City, and some Art critics have said, that he is the greatest living painter of Biblical subjects.

The artist will paint twelve dramatic scenes, in the chronicle of the departure of the Israelites from Egypt, and the delivery of The Ten Commandments at Sinai.

Brown and Bigelow will reproduce, in eight-color gravure, these scenes, which will be distributed as calendars for 1956.

Michaelangelo's portrait of Moses, and scenes of The Deliverance of the Israelites from Egyptian bondage, the parting of the Red Sea, form the background of a fountain I saw in Rome, and, also, the figure of Moses in St. Peter's Cathedral.

The Tissot Picture Society, which had an address at 37 Montgomery St., New Jersey, N.J., printed a series of Bible paintings in color, copyrighted by De Brunoff in 1904.

There is a scene of Moses By The Well at Midian (Exodus 11, verse 15), Moses Defends Jethro's Daughters (Ex. 11-17), Moses Speaks To Pharaoh (Ex-V-1), Moses Speaks To The People (Ex-VI-9), The Signs on The Doors (Ex-XII-22), The Jew's Passover (Ex-XII-11), Portrait of Moses (Numbers XII-3), Portrait of Aaron. Pharoah and His Dead Son (Ex. XII-31), The Exodus (Ex. XIII-22), Pharoah Pursues The Israelites (Ex. XIV-7), The Egyptians are Destroyed (Ex. XIV-28), The Waters are Divided (Ex. XIV-22), The Costume of The High Priest (Ex. XXVIII-4), Moses and The Ten Commandments (Ex. XXXIV-30), The Golden Calf (Ex. XXXII-4), The Brazen Serpent, (Num. XXI-9), Moses Smiteth The Rock In The Desert, (Num. XX-11), Moses and Joshua In The Tabernacle, (Deut. XXXI-14), Moses Blesseth Joshua Before The High Priest,

(*Continued on Page* 7)

TRADE *headlines*

New York Film Critics select From Here To Eternity, Best Picture of the Year. Fred Zinnermann, Director, as top Director. Burt Lancaster (Eternity), Best Actor. Audrey Hepburn (Roman Holiday), Best Actress. A Queen Is Crowned and the Conquest of Everest, special citations, and Justice Is Done, French picture, won the Best Foreign Language Film Award.

●

The Supreme Court, U.S. on Jan. 4th, upheld the right of Motion Picture Distributors to deny 1st run films to neighborhood theatres with limited drawing power.

●

Walt Disney offering $10,000 to RKO-Radio sales forces as prizes in a sales contest on Peter Pan.

●

Murray Silverstone, President 20th Century-Fox International, announced that Fox would build 16 theatres in South Africa jointly with the Schlesinger Circuit.

●

Associated Screen News Limited acquired by Paul Nathanson Interests.

●

Wolfe Cohen, President of Warner Bros. International, arrives in Hollywood from Mexico City.

●

Columbia buys Joseph and His Brethren from Louis B. Mayer for a reported $250,000 and a participating percentage. Columbia to produce picture in the Holy Land, William Dieterle to direct.

●

Universal-International's second CinemaScope production, Sign of The Pagan, is in production, director Douglas Sirk.

●

William F. Rodgers, formerly sales head of MGM, will open a New York office to handle some product for Independent producers, for world-wide markets.

●

RKO-Radio Pictures has 15 features being prepared for production by seven of its producers. Two Independent productions have been purchased.

●

Ingrid Bergman takes 19 curtain calls at the San Carlo Opera House, Naples, for her performance in "Joan At The Stake". Miss Bergman does Joan in recitative in the opera and does not sing.

Ray Presents

HOLD your breath, Brethren, and all ye mourners stop counting on your fingers, and get your adding machine tapping in rhythm.

The President of 20th Century-Fox, returning to New York from Europe, stated, that he was determined to keep the medium of CinemaScope intact and further said, that he would not compromise on the component parts, referring to the new screen and to Stereophonic Sound.

Charles Einfeld, Vice-President, who took over the press interview, from where Mr. Skouras left off said, that the estimated gross earnings of the company will be the biggest in the history of the company, reaching $106,000,000, it compares with the 1952 gross of $93,000,000.

Mr. Einfeld attributed this top world-wide gross to CinemaScope and such pictures as The Robe, How To Marry A Millionaire, Beneath The 12-Mile Reef and King of the Kyber Rifles. Domestic estimated gross, $67,300,000 and $38,250,000 foreign.

There were 410 Christmas Day openings for 20th Century-Fox CinemaScope Pictures.

SI FABIAN, President of Stanley-Warner stated, that by Jan. 1st the gross for This Is Cinerama will reach $6,500,000, and will be seen by 3,500,000 people. For a limited key-city presentation this gross and attendance are unprecedented in the history of Motion Pictures.

Mr. Abe Schneider, Vice-President and Treasurer of Columbia Pictures, told the shareholders at the recent annual meeting, that for the first quarter of its (Sept.) fiscal year, Columbia did $18,000,000, of which $1,500,000 came from, From Here To Eternity.

In the second (Dec.) quarter of the fiscal year, Columbia reached an all-time high $20,000,000 gross. Greater business was reported for the Christmas holiday weekend than last year's business.

RADIO CITY Music Hall established a new high for the stage show and Easy to Love. Other key houses, New York, reported big business with Miss Sadie Thompson, The Eddie Cantor Story, Beneath The 12-Mile Reef and King of the Kyber Rifles.

In the Metropolitan area, The Robe brought big business to A.B. Paramount Theatres, Stanley-Warner and RKO. In the neighborhood theatres, 82 of them, over the Christmas weekend, The Robe grossed $735,000 in the Metropolitan area.

For its first week at the Capitol, Miss Sadie Thompson did close to $100,000.

The Eddie Cantor Story, at the Paramount is said to have grossed $86,000, for the first week.

King of the Kyber Rifles at the Rivoli, for its first week is reaching for $75,000. Lili in its 42nd week is reported at $7,500 at the Trans-Lux 52nd St. Theatre.

The Little Fugitive in its 13th week, at the Normandie, is reported at $7,000.

M-G-M's, Kiss Me Kate, at the Chicago, did $60,000 on its opening week. At the U-A Chicago, Walking My Baby Back Home, did over $20,000. At the Loop, Disney's Living Desert did $22,000, at McVickers, Here Come The Girls and Those Redheads From Seattle did over $30,000.

Mr. John J. Fitzgibbons, C.B.E. and President of Famous Players Canadian Corp. stated that business in Canada held up remarkably well considering the introduction of telecasts in some areas.

Mr. Fitzgibbons looks forward to a good 1954, which coming year may exceed the business of 1953, due to the continued improvement in the quality of films and the technical developments.

"The high quality of product now available and the expectation of a continuation of a high level of employment in Canada takes us into 1954 confident that the industry here can look forward to another successful year," said Mr. Fitzgibbons.

ENDING Christmas week, UA's, The Moon Is Blue, passed the $3,000,000 mark as a gross in the U.S. and according to William J. Heineman, U-A Vice President, in charge of distribution, judging by past performances, it looks like another $1,000,000 for Moon Is Blue in the Domestic Market.

When From Here To Eternity took a final bow at the Capitol, New York, after 20 weeks plus one day, it broke every record which this 34 year old house had made for gross receipts, for length of run and attendance.

Opening Aug. 4th, From Here To Eternity, did a gross, after Federal Taxes of $1,450,000. Its other records include $31,496 into the boxoffice in a single day, a week-end of $59,788, and a week's gross of $171,674. From Here To Eternity had no stage show.

In one day, at the Capitol, the picture was seen by more than 25,000 people, and during its Capitol run, 1,200,000 persons bought tickets to see it.

Previous record runs at the Capitol, U-A's Moulin Rouge, 15 weeks; Gone With The Wind, 11 weeks and 2 days; Since You Went Away, 10 weeks; Anchors Aweigh, 10 weeks.

A ONE HOUR TV and Radio Show, Gillette's Christmas With The Stars, which was heard and seen over the NBC Television network and ABC's radio web, 7-8 p.m. (P.S.T.) Christmas night had a production cost of $300,000. It originated from Hollywood, New York and Boston.

This was the show with Howard Teichman as chief writer and Jimmy Powers announcer, Bob Hope (restricted contractually to N.B.C.), Tony Martin, The Sportsmen, Rochester, and Tyrone Power reading a chapter from the Bible, with the Boston (Pops) Symphony Orchestra, conducted by Arthur Fiedler as a musical background. Axel Stordahl conducted in New York. Helen Hayes, Eddie Fisher, Rosemary Clooney, Victor Borge appearing from the International Theatre in New York.

Herb Sussan and Jim Jordon Jr. directed the show East and West respectively and Joseph Santley produced.

However, since we are talking so much about money, tossing about thousands like yens, hundreds of thousands like drachmas, and millions like pounds, shillings and pence, draw in your breath, and permit your wandering eye to fix itself on these figures, accumulated by a showman from "The Legit." Lee Shubert, died Christmas day, at the age of 78. His will disclosed, that he had an estimated theatre fortune of $600,000,000.

He left nothing to his younger brother Jacob, the only surviving member of the three brothers, who were actively engaged in Show Business, because, the Will said, that his younger brother was independently wealthy.

LEE SHUBERT directed, that his nephew, Milton, succeed him in his theatrical enterprises.

Federal Judge John C. Knox, dismissed an anti-trust suit against Shubert, his brother and four other persons, on the grounds, that the theatrical business, like baseball, is exempt from anti-trust laws.

The Shuberts came from Syracuse, N.Y. Back in my stage days, I knew them well, in fact, I might say, that I was a Poor Relation, since my brother married a niece of The Shuberts.

The children always get passes to the Shubert Shows, in New York, which now shows me the origin of the expression, "and that makes me an Elk."

(Continued on Page 7)

CHALLENGE!

The challenge to the motion picture distributor today

is to supply to exhibitors thruout the world

the highest quality product

in an ever increasing quantity.

A challenge can only be answered by performance

—our answer is the greatest list of quality product

in the history of this company.

A continuing flow of four or five top pictures a month.

UNITED ARTISTS

ACT OF LOVE
Anatole Litvak Prod. Starring Kirk Douglas and Dany Robin Produced by Benagoss Inc.

ADVENTURES OF ROBINSON CRUSOE
in PatheColor
Starring Dan O'Herlihy

ALEXANDER THE CONQUEROR
Color by Technicolor. Produced and Directed by Robert Rossen

For Easter!
HEIDI
with
WHITE MANE

BEACHHEAD
Prints by Technicolor
Starring Tony Curtis
An Aubrey Schenck Prod.

BEAT THE DEVIL
John Huston's Production, starring Humphrey Bogart, Jennifer Jones, Gina Lollobrigida

BRONCO APACHE
Color by Technicolor, Widescreen
Starring Burt Lancaster.
A Hecht-Lancaster Production

CAMELS WEST
in PatheColor. Starring
Rod Cameron, Joanne Dru
An Edward Small Presentation

CANNIBAL ISLAND
in Color, 3-D. Starring Lex Barker
An Edward Small Production

CAPTAIN JAN
Based on the best seller
Produced and Directed by
Brian Desmond Hurst

CAPTAIN KIDD and the SLAVE GIRL
Color Corp. of America. Starring
Anthony Dexter, Eva Gabor. Prod.
by Aubrey Wisberg—Jack Pollexfen

CHALLENGE THE WILD
in Eastman Color. Produced and
Directed by Frank O. Graham

CHIEF CRAZY HORSE
in Color
An Edward Small Production

CROSSED SWORDS
in PatheColor. Starring Errol Flynn
and Gina Lollobrigida

CAPT. JOHN SMITH AND POCAHONTAS
in PatheColor. Starring
Anthony Dexter, Jody Lawrance
An Edward Small Presentation

GOG
Color by Color Corp. of Amer. 3-D
Starring Richard Egan, Constance
Dowling, Herbert Marshall
Produced by Ivan Tors

KHYBER PASS
Color by Technicolor. Starring
Richard Egan, Dawn Addams
An Edward Small Prod.

KING SOLOMON and his THOUSAND WIVES
in Color. An Edward Small Prod.

THE DIAMOND
in 3-D. Starring Dennis O'Keefe
Produced by Steven Pallos

NEW YORK CONFIDENTIAL
A Greene-Rouse Production
Presented by Edward Small

OTHELLO
Starring Orson Welles. Produced
and Directed by Orson Welles

OVERLAND PACIFIC
Color Corp. of Amer., Widescreen
Starring Jack Mahoney, Peggie
Castle. An Edward Small Prod.

99 RIVER STREET
Starring John Payne and
Evelyn Keyes. An Edward
Small Presentation.

RETURN TO TREASURE ISLAND
in PatheColor, Widescreen
Starring Dawn Addams, Tab Hunter
An Edward Small Presentation

RIDERS TO THE STARS
Color Corp. of America. Starring
William Lundigan, Richard Carlson,
Herbert Marshall. An Ivan Tors Prod.

RING AROUND SATURN
Eastman Color, 3-D, Widescreen
With electrically animated puppets.
A Nassour Bros. Prod.

SCREAMING EAGLES
Starring Rod Cameron, Tab Hunter
An Edward Small Production

SITTING BULL
Color by Color Corp. of America
Starring Dennis Morgan, Boris Karloff
Produced by W. R. Frank

STAR OF INDIA
Color by Technicolor, Widescreen
Starring Cornel Wilde, Jean Wallace
Produced by Raymond Stross

THE BAREFOOT CONTESSA
Color by Technicolor
Starring Humphrey Bogart, Ava
Gardner, Edmond O'Brien. Written,
Dir., Prod. by Jos. L. Mankiewicz

SABRE JET
Color by Color Corp. of America
Starring Robert Stack, Coleen Gray
Produced by Carl Krueger

SONG OF THE LAND
Color by Color Corp. of America
A Harrison-Roberts Presentation

THE GOLDEN MASK
Color by Technicolor. Starring
Van Heflin and Wanda Hendrix
Produced by Aubrey Baring
and Maxwell Setton

THE LONG WAIT
By Mickey Spillane. Starring
Anthony Quinn and Peggie Castle
Produced by Victor Saville

SHARK RIVER
Color by Color Corp. of America
Starring Steve Cochran
Produced by John Rawlins

TOP BANANA
Color by Color Corp. of America
Starring Phil Silvers

STRANGER ON THE PROWL
Starring Paul Muni and
Joan Lorring

THE VILLAGE
Starring John Justin
and Eva Dahlbeck
A Lazar Wechsler Production

THE SCARLET SPEAR
Color by Technicolor
Starring Martha Hyer
Produced by Charles Reynolds

THE STORY OF WILLIAM TELL
PatheColor, in CinemaScope
Starring Errol Flynn
Produced by J. Barrett Mahon

THE TIME OF THE CUCKOO
Color by Technicolor
A Lopert Films Release

THE WONDERFUL COUNTRY
Color by Technicolor
Starring Gregory Peck

TIMBUCKTU
Color by Technicolor
An Edward Small Production

TWIST OF FATE
Starring Ginger Rogers
Produced by Maxwell Setton

VERA CRUZ
Color by Technicolor, Widescreen
Starring Gary Cooper, Burt Lancaster
A Hecht-Lancaster Production

YELLOW TOMAHAWK
Color Corp. of America. Starring
Rory Calhoun and Peggie Castle
A Schenck-Koch Production

WICKED WOMAN
Starring Beverly Michaels and
Richard Egan. A Greene-Rouse Prod.
An Edward Small Presentation

WITNESS TO MURDER
Starring Barbara Stanwyck,
George Sanders and Gary Merrill
Produced by Chester Erskine

Toronto and District

By BILL PRESS

Formerly identified with the film and theatre business in Ontario and Quebec, J. Russell Maynard, 50, died from a heart attack at Laguna Beach, Calif., where he lived in a house previously occupied by Bette Davis.

He was associated with E. P. Taylor in the formation of Canadian Breweries Limited, was general manager of O'Keefe's, a director of Disher Steel Co. and Ontario Bridge Co., and owned the Avon Hotel, Hamilton.

After graduating from Notre Dame University where he was a football star, he lived in Montreal, Ottawa, Hamilton and Toronto. The survivors include his wife, two daughters, and three brothers, Earl and Paul of Toronto and Robert E. Maynard of Ottawa. Robert is the owner of the Francais Theatre, Ottawa, and he flew to Laguna Beach for the funeral on Dec. 29.

Manager Jack Clarke of Loew's Theatre, Toronto, announced that "Knights of the Round Table" in CinemaScope will open there on Thursday, Jan. 14. The attraction for the holiday season, "Easy To Love", continued for the New Year's Eve midnight show with regular evening prices in effect.

Usually barred from attending moving picture theatres, the children of Montreal enjoyed a privilege of seeing film entertainment during the holiday week at several cinemas.

The Avenue and Kent combined for the showing of "Peter Pan" at three morning and and afternoon performances for which parents and children were admitted, an adult program being presented at night. "Bambi" played in the mornings at the Alouette while the Avon Theatre also had a split arrangement with a children's film show for the afternoons.

At the height of the holiday season, congratulations were accorded from his far-flung interests to J. Arthur Rank in the United Kingdom, on the occasion of his 65th birthday, his birthplace being Hull, England. Incidentally, Rank's voice was heard on a CBC network in a program which featured the observations for 1954 of film industry leaders.

Accompanied by her parents, Dr. and Mrs. P. A. Ticktin of Forest Hill Village, Toronto's Claire Bloom double, 16-year-old Carole Ticktin, left New York by British Overseas airliner Dec. 27 for a whirlwind visit of London and Paris which she had won in a picture contest conducted by the Toronto Telegram in connection with engagements of "Innocents in Paris".

Before her departure from Toronto, Carole had been presented with various gifts, including a wardrobe by Fairweather's.

The Pylon Theatre, College St., Toronto, featured a successful first-run engagement during the last week of the Old Year of the Italian production, "Baron Carlo Mazza", the program including a special documentary short subject, "Feste Tradizionali in Italia".

The Capitol and Palace Theatres, Hamilton, and the Odeon Theatre, Brantford, staged exciting contests in conjunction with the New Year's Eve midnight shows, the prizes being free five-day trips to New York City in an arrangement with the Lucas and King Limited Travel Service, Hamilton. The two Hamilton theatres each gave four trips to lucky patrons while the Brantford Odeon presented two free trips.

COLUMBIA TO PAY EXTRA DIVIDEND

Columbia Pictures Corporation announced that the Board of Directors at a meeting held Tuesday, December 15, 1953 declared an extra dividend of 25c in cash on its Common Stock and Voting Trust Certificates for Common Stock, payable January 19, 1954 to stockholders of record December 29, 1953.

There was also declared a 2½% stock dividend on the Common Stock and Voting Trust Certificates for Common Stock of the corporation payable in Common Stock on January 19, 1954 to stock holders of record at the close of business December 29, 1953. Cash will be paid where fractional shares of Common Stock are due.

It was officially stated that the Company's general high level of current business, due in good measure to the extraordinary grosses of "From Here To Eternity," was responsible for the Board's action.

PAUL NATHANSON
George Beeston, has announced that Paul Nathanson has acquired controlling interest in Associated Screen News.

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PRAIRIE NEWS

By BRUCE PEACOCK

Purnell and Sons, who operate theatres in Blairmore, Coleman, Bellevue, Lacombe and Red Deer, Alta., have acquired all holdings of the Cranbrook theatres, which include the Armond and Star in Cranbrook and the Orpheum in Kimberley. Negotiations are also under way to take over the Ponoka interests April 1.

As of the first of the year, the Purnell organization plans to be affiliated with Famous Players, with the exception of Red Deer which is already a Famous Players affiliate.

The company has also acquired 60 acres of land in the Crow's Nest Pass for the purpose of constructing a drive-in theatre.

GRABURN GOES SOUTH

Larry Graburn, formerly Director of Advertising and Publicity, Odeon Theatres (Canada) Ltd. was feted at a luncheon at the Variety Club Rooms, Toronto, last week before leaving to take up permanent residence in Hollywood. Len Bishop who with Max Chic arranged the luncheon, called on Hye Bossin, to act as Toastmaster.

Hye, in his initimable fashion, had practically all present on their feet, expressing their well wishes and Bon Voyage to Larry.

Clare Appel summed up the feeling of all those present, when he said, "The turnout here today speaks more than words, for the high regard we all have for him."

Those present were: Clare Appel, Len Bishop, Hye Bossin, Win Barron, Bud Barker, Alec Barris, Tiff Cooke, Charles Chaplin, Jim Cowan, Max Chic, Dawson Exley, Bob Eves, Chet Friedman, Frank Fisher, Jack Fitzgibbons, Bob Gardner, Sam Glasier, Irving Herman, Ben Halter, Tom Hunter, Jim Hardiman, Ken Johnson, Arch Jolley, Walter Kennedy, Tom Knight, Dan Krendel, Jack Karr, Haskell Masters, Jim Nairn, Keith Sandy, Larry Stevenson, Wannie Tyers, Guy Upjohn, Frank Vaughan.

Maritime News

HELEN CROWLEY

One hundred and forty members of local Film Exchanges and theatre Circuits assembled in the Admiral Beatty hotel St. John for the annual film party and dance. Mr. Maurice Elman of the B & L Circuit was in charge of the very enjoyable affair. Members of local staffs contributed their talents — Mr. Gerry Cass of Twentieth Century-Fox gave a fine performance at the piano — Miss Grace Fiddler of Columbia office sang a very charming number — Mr. Jimmy Cole from B & L Theatres was a real sensation in his imitation of Al Jolson numbers — Joe Smith from R.K.O. played the Guitar and sang cowboy songs — Mr. Cecil Beesley of the Franklin-Herschorn Circuit arranged a very clever Hypnotist Act which many claimed was as good as the famous Doctor Morton Hypnotist Act which played Saint John recently. These clever young performers will probably be receiving bids from the theatre Circuits to road-show their Acts.

Supper was served about midnight. The music for dancing was provided by Morris Watson's Orchestra and lasted until one-thirty. Mr. Lloyd Pollack, proprietor of the Petitcodiac Theatre and Mr. Ed Finegan of the Marina Theatre, St. Andrews, also attended the delightful affair. It is hoped that when another year rolls around, that the Allied and Pioneers meetings, which are attended by members of the Industry from the four Atlantic provinces, might combine with the annual Film Christmas party.

United-Artists and R.K.O. occupying adjoining offices, as usual, got together for a very delicious turkey dinner, with all the trimmings, served in the offices. Afterwards the party attended a Screening at the Censor Board.

QUALITY COUNTS!

We have been selected to distribute on an EXCLUSIVE basis the Advertising Trailers for many leading Canadian accounts.

BEFORE YOU SIGN FOR 1954 WIRE, CALL OR WRITE

Fred T. Stinson,
General Manager

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Suite 501, 77 York Street
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TWO ROYAL FILMS

The *J. Arthur Rank Organization* announce that two films of the Royal Tours of the Fiji Islands and Tonga, and of New Zealand, will be released in the near future in *Eastman Color.*

This Commonwealth visit being made by *Her Majesty Queen Elizabeth* and the *Duke of Edinburgh* is of great interest in all newspapers throughout the world, and has captured the imagination of countries around the globe.

The first film, to be released at the end of January, will cover in two reels the visit of the *Queen* to the Fiji Islands and to Tonga. The second, a 55-minute feature being released at the end of February, will follow the complete New Zealand visit to both North and South Islands, and include the two Royal Command Film Performances of "The Million Pound Note" in Auckland and "The Love Lottery" in Christchurch.

Castleton Knight, who will be remembered for his wonderful production of "A Queen Is Crowned", is supervising the two Royal Tour films.

Lazarus

(*Continued from Page* 2)

(Num. XXVII-22), Jethro and Moses, (Ex. XVIII-7), Moses Sees The Promised Land From Afar, (Num. XXVII-12).

In addition to Cecil B. DeMille's production of The Ten Commandments, which will go before the cameras in October, 1954, Columbia Pictures will produce Joseph and His Brethren.

There will, also, be produced Sodom and Gemorrah, and several other Biblical stories, and pictures based on religious themes, including a new M.G.M. production of Ben Hur.

The astounding success of, The Robe, for which the President of 20th Century-Fox, Mr. Spyros Skouras, and his Executive-Associates placed the company's entire resources, and their faith in CinemaScope, has proved an inspiration for such adventure by other companies.

But world-wide spiritual and religious awakenings do not depend on the success of a motion picture, although profits may mount into many millions.

This is the time for the Screen To Serve as a Prophet, a Preacher and a Teacher.

There will be false prophets, just as there were false prophets in the Biblical Years, but the public will select the Phoney from the Real.

By false prophets, I mean religious or Biblical productions, made cheaply, quickly, with the accent on the transgressors, and their transgressions, to catch a sensation-seeking public, but such productions will not attract the Untapped Audience, which has, and which will contribute substantially to the phenomenal success of The Robe.

When I think of the Years of Wailing, the closing of theatres, the words of doom written for the Industry of Motion Pictures, and I witness what is happening in our Industry today, it is as if I beheld Lazarus Raised From The Dead, washed, anointed and blest to prosper and to serve.

STEVE EDWARDS CHAIRMAN MPAA AD. PUBLICITY CTTEE.

Steve Edwards, Director of Advertising and Publicity for Republic Pictures, was named chairman of MPAA's Advertising and Publicity Directors Committee at a meeting held Dec. 16 at the Association's New York office. The term is for six months, standard tenure for the rotating post.

Edwards succeeds Rodney Bush, Exploitation Manager of 20th Century-Fox, who was accorded a unanimous vote of thanks for his services as Committee chairman since last April.

Ray Presents

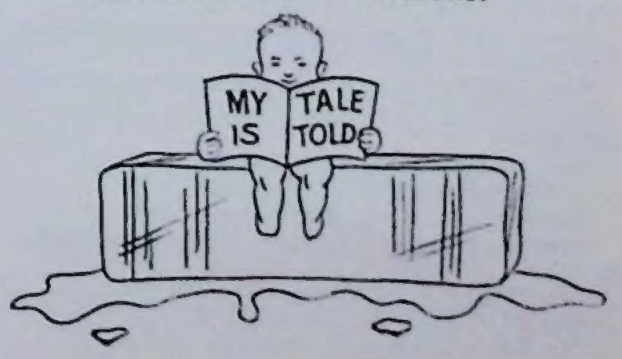
(*Continued from Page* 3)

ALTHOUGH, The Theatre made The Shubert brothers multi-millionaires, and these millions built theatres, produced shows, gave employment to millions of men and women, in the arts and affiliated industries, what The Theatre did for The Shuberts is not comparable to what The Shuberts did for The Theatre.

There is a Shubert Foundation Fund, I hope Variety is remembered, and Will Rogers Memorial Hospital at Saranac Lake. I hope that there is a special fund which provides for the production of plays by young and unknown playwrights. I hope there are scholarships to provide training in Dramatic Art, plus bed and board for talented youngsters.

I think of the many theatres for stage shows, the producers and circuit theatre owners, David Belasco, The Frohman brothers, Klaw & Erlanger, Cohn & Harris, Jules Murray, right back to Augustin Daly, when in 1869, *Mr. Daly opened his* 5*th Avenue Theatre, on* 24*th St., New York.*

When I first went on the stage, there were still actresses, playing character parts, who told we, young ones, that we were but upstarts, they had been with Augustin Daly, whose name was an Award of Merit. Not one of these, producer or circuit theatre operator, ever approached the number of the Shubert millions. In those good old days, B.M.P., (Before Motion Pictures), who talked in millions?



CAPITAL STORY

By BILL McLAUGHLIN

Canadian film stars Raymond Massey and Walter Pidgeon are among eight other noted stage and screen actors who have been invited to present trophies to winners of the 1953 Canadian Film Awards. Others invited to attend the ceremony are Charles Boyer, Humphrey Bogart, Alec Guinness, Charles Laughton and James Mason. The awards are for professional and amateur movies produced in Canada and will be presented in Montreal sometime next April.

Charles Woodsworth, of the Citizen's editorial department, has just completed publication of two long articles on the subject of the pending move of the National Film Board to Montreal. Though not all criticisms of the proposed Montreal site are justified, Mr. Woodsworth gave many good reasons why the NFB should remain in Canada's capital city.

Foto-Nites are still going strong in seven independently operated theatres in the downtown area and neighborhoods. The pot has been swelled to $2,650 in cash and merchandise and remained at the figure as we write these notes. All seven theatre managers report hefty business at the matinee and evening performances on Foto-Nite, Thursday each week.

Mrs. Terry Lewis, widow of the Eastview business man and theatre owner who died some years ago, still retains an interest in the Eastview Theatre, located just outside the city on the Montreal Road. Mrs. Lewis is also president of the Capitol Carbon and Ribbon Company and was host to children of the company's employees at a pre-Christmas party held in the theatre.

With Christmas behind them and a bright new show season ahead, Ottawa theatre managers are announcing a series of top films, many of which were introduced during special pre-New Year midnight shows. The box-office took the usual terrific shellacking during the week before Santa Claus, but it's all over now and theatres everywhere were packed to the rafters to start the new year off with a bang. Incidentally, most of the chain-operated first-run houses were closed to the public until 3 p.m. on Christmas Day to permit managers and staffs to spend a few extra hours with their families.

Tommy Gorman, owner and operator of the Auditorium, has turned over his artificial ice surface to the children during mornings and afternoons. This splendid gesture is greatly appreciated by the thousands of youngsters who were unable to skate on playground rinks because of mild weather and lack of ice.

Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Second Week. How to Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

SHEA'S
Here Come the Girls (Para.) Technicolor with Bob Hope.

UNIVERSITY & EGLINTON
Second Week. Little Boy Lost (Para.) with Bing Crosby.

TIVOLI & CAPITOL
So Big (WB) and So This Is Love (WB) Technicolor.

NORTOWN
Second Week. Calamity Jane (WB) Technicolor with Doris Day.

ODEON-CARLTON
Second Week. Paratrooper (Col.) Technicolor with Alan Ladd.

HYLAND
Second Week. A Day to Remember (JARO) with Stanley Holloway.

LOEW'S
Second Week. Easy to Love (MGM) Technicolor with Esther Williams.

UPTOWN
Kiss Me Kate (MGM) 3-D and Technicolor with Kathryn Grayson.

TOWNE CINEMA
Second Week. Julius Caesar (MGM) with Marlon Brando.

INTERNATIONAL CINEMA
Ninth Week. The Holly and the Ivy (IFD) with Ralph Richardson.

STUDIO
Second Week. Sadko (Astral) Magicolor.

MONTREAL

PALACE
How to Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

LOEW'S
Second Week. Kiss Me Kate (MGM) Technicolor with Kathryn Grayson.

PRINCESS
Hondo (WB) Color and 3-D with John Wayne.

CAPITOL
The Caddy (Para.) with Dean Martin and Jerry Lewis.

ORPHEUM
Fort Algiers (UA) with Yvonne DeCarlo.

STRAND-SNOWDON-OUTREMONT
Walking My Baby Back Home (E-U) Technicolor and Second Chance (RKO) Technicolor.

KENT
The Conquest of Everest (JARO) Technicolor.

AVENUE
The Man Between (IFD) with James Mason.

VANCOUVER

CAPITOL
How To Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

ORPHEUM
All the Brothers Were Valiant (MGM) Technicolor with Robert Taylor.

STRAND
Escape From Fort Bravo (MGM) Color with William Holden.

INTERNATIONAL CINEMA
Those Redheads from Seattle (Para.) Technicolor with Rhonda Fleming.

STUDIO
Eighth Week. The Captain's Paradise (IFD) with Alec Guinness.

VOGUE
Second Week. Walking My Baby Back Home (E-U) Technicolor with Donald O'Connor.

PLAZA & HASTINGS
War Arrow (E-U) Technicolor with Jeff Chandler.

SAINT JOHN

PARAMOUNT
Easy to Love (MGM) Technicolor with Esther Williams.

STRAND
War Arrow (E-U) Technicolor with Jeff Chandler.

CAPITOL
The Big Heat (Col.) with Glenn Ford.

ANNUAL COMMUNION BREAKFAST AND MASS

Jack Fitzgibbons has announced the date for the 3rd Annual Communion Breakfast and Mass, as Jan. 31st, in Toronto, with Mass at St. Michael's Cathedral and the Breakfast at the King Edward Hotel. Clare Appel is acting as Chairman with Jack Fitzgibbons as Co-ordinator in Toronto. For the second year, cities across Canada will duplicate the Toronto event. Chairmen of the committees in cities who have already set their plans are, Montreal, Tom Cleary; St. John, Pat Hogan; London, Bill Trudell; Hamilton, John Owens and Windsor, Ed Lamoureaux.

CINEMASCOPE IN 16 MM

First Canadian exhibition of *Cinemascope* in 16mm. is planned for January 14 in the National Research Council Theatre, Ottawa, it was announced by *Gerald Graham*, Director of Technical Operation for the *National Film Board*.

The *NFB* has invited representatives of the *Bell* and *Howell* company in New York to introduce their new 16mm. equipment at a special showing for members of the trade and press. The technique, identical to the 35mm. *Cinemascope* "depth" process now used in moviehouses across the continent, was introduced in the U.S. only three months ago and as yet is not in general use.

The *NFB* also has invited *George Lewin*, chief sound recording director of the U.S. Army's Signal Pictorial Centre on Long Lsland, N.Y., to demonstrate and lecture on post-synchronization techniques, and it is hoped his visit will coincide with the *Cinemascope* presentation.